

# Dockterman Decl. Exhibit A

## Contact

[www.linkedin.com/in/reidmulvihill](https://www.linkedin.com/in/reidmulvihill)  
(LinkedIn)

## Top Skills

Brand Awareness  
Strategic Thinking  
Visual Communication

## Languages

English (Native or Bilingual)

# Reid Mulvihill

Vice President, Global Marketing - Fragrance at Give Back Beauty  
New York City Metropolitan Area

## Summary

Brand enthusiast working in the beauty industry.

## Experience

### Give Back Beauty

Vice President, Global Marketing - Fragrance  
June 2024 - Present (4 months)  
New York, United States

### Revlon

6 years 11 months

Director, Global Marketing - Fragrance  
November 2023 - May 2024 (7 months)  
New York, United States

### Prestige Designer Fragrances

Senior Manager, Global Marketing - Fragrance  
December 2020 - November 2023 (3 years)  
Designer Fragrances (John Varvatos & Allsaints)

Manager, Global Marketing - Fragrance  
October 2018 - December 2020 (2 years 3 months)  
Greater New York City Area

### Juicy Couture Fragrances & Color Cosmetics

Associate Brand Manager, Global Marketing - Fragrance  
July 2017 - October 2018 (1 year 4 months)  
Greater New York City Area

### Mass & Prestige Fragrances (Curve & Elizabeth Taylor)

### Elizabeth Arden

3 years 6 months

Coordinator, Global Marketing - Fragrance  
August 2014 - July 2017 (3 years)  
Ny, Ny

Grow GSV of the fragrance portfolio for Curve, Elizabeth Taylor, and Ed Hardy and Lucky Brand in prestige and mass channels through development of new innovations and targeted media plans for North America and global markets

#### Marketing Temp, Global Marketing - Prestige Skincare

February 2014 - August 2014 (7 months)

Greater New York City Area

Grew Elizabeth Arden's Prestige skincare brands through new innovations on Ceramide and Prevage based on emerging trends

#### Coty

##### Marketing Intern - Global Fragrance

March 2013 - August 2013 (6 months)

Greater New York City Area

During a six month contract, worked with the Guess global marketing team on 5 major fragrance launches. Responsibilities consisted of communicating with both in house and external creative teams to take ideas from new concept stage to final execution, while maintaining brand integrity. Daily tasks allowed exposure to multiple facets of the business including creative development, inventory control, feasibility costing, SAP analysis, global market interaction, and marketing strategy.

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## Education

#### Lehigh University

Bachelor of Science in Business and Economics, Marketing, Product Design